



Driving Navigate Adoption

Toolkit for Program Owners

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Introducing College Staff to **Navigate**

SECTION

1

Who is EAB? Cheat-Sheet

Overview of Our Best Practice Research, Technology, and Consulting Firm

About EAB

We help today's education leaders solve their biggest problems. We start by forging and finding best practices to address education's top challenges with research forums dedicated to presidents, provosts, chief business officers, and many other key academic and administrative leaders. Through these forums, we provide peer-tested research that answers education's most pressing issues. Then, we hardwire those insights into each organization with our technology and services.

Our Members

1,200+

College and university Members

475+

Student Success Collaborative Members

Our Service Offerings

150+

Annual Major Strategy Studies

10,000+

Research interviews per year

85+

CC Members Utilizing Navigate

1,000+

Software-as-a-Service "Installations"

BEST PRACTICE RESEARCH

TECHNOLOGY COLLABORATIVES

Introducing the Student Success Collaborative



Best Practice Research

50+ Student success publications, toolkits, and presentations



Bringing Guided Pathways to Life

Preventing Early Attrition

Turning High School Partnerships into Enrollments

Reengineering Developmental Math



Navigate: A Comprehensive Student Success Platform

<p>Guided Onboarding and Retention Path</p>	<p>Smart Academic Planning</p>
<p>360° Advisor Dashboard</p>	<p>Actionable Administrator View</p>



Consulting and Change Management

Kickoff

Onsite Leadership Kickoff and Enrollment Pain Point Audit

Strategy Formation

Report on Key Opportunities to Improve Student Success

Implementation Support

Custom Build Teams and Implementation Blueprint

Ongoing Consulting

Leveraging Data Insights for Continuous Improvement

1500+ Site Visits and Interviews with Frontline Staff, Administrators, and Students

Want to Learn More about EAB?

For additional information please visit our website: eab.com

EAB Student Success 101 Reading List

Introduction to Relevant Research Resources

Studies

[Getting to the Next Phase in Student Success](#)

This study focuses on three critical aspects of faculty engagement: making strategic goals meaningful for frontline faculty, increasing faculty participation in mitigating student risk, and elevating committee and task force performance.

[Eliminating Enrollment Pain Points](#)

This study explores five strategies to help institutions increase their applicant to enrollment conversion rates: immediate ID provision, sequential student web portal, jargon reduction audit, follow-up modality recommender, and registration case manager.

[Preventing Early Attrition](#)

This study examines how to prevent early attrition by supporting optimal financial decisions, guiding intentional academic decisions, and minimizing first semester dropout.

[Turning High School Partnerships into College Enrollments](#)

This study explores how colleges can structure their high school partnerships to build a pipeline of college completers.

White Papers

[Bringing Guided Pathways to Life](#)

This white paper offers EAB analysis of the Guided Pathways movement in the community college sector, identifies the most common questions about implementation, and offers over two dozen strategies for college leaders to bring the model to life at their institutions.

[Optimizing Academic Advising at Community Colleges](#)

This white paper presents strategies to identify at-risk behavior, motivate students to take advantage of available academic resources, and evaluate the effectiveness of advising on campus.

[Strengthening Hispanic Student Success](#)

This report profiles high-impact practices for a growing community college population.

Blogazine

[Building Pathways to Community College Success](#)

In this publication, EAB experts share best practices to reduce jargon during onboarding, engage students in financial literacy training, and reimagine the traditional academic calendar to encourage reenrollment—to name just a few.

Stay Updated

Subscribe to these additional resources:

[The Community College Blog](#): Learn about the latest research and upcoming events for community college leaders within the Student Success Collaborative.

[EAB Daily Briefing](#): Receive a daily round-up of national higher education news.

Navigate Fact Sheet Builder

Introducing Navigate to Future Staff Advocates

Purpose of the Tool: College administrators, faculty, and staff on campus may be unclear on the basic facts about Navigate. To empower staff as advocates and ambassadors of the platform, Program Owners must provide all personnel with a basic overview of the platform. Once staff understand and are able to communicate basic facts about Navigate, they will be ready to introduce it to students and answer questions about the platform.

Intended Audience: Once built, the fact sheet is for college staff only; we do not recommend sharing the document directly with students.



Begin with an explanation of why college leadership purchased Navigate. Fill in the box below with your "Why Statement" on joining Navigate.

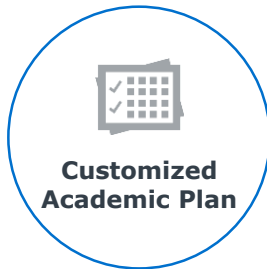


Introduce the four primary components of the platform using words and/or images to describe how the platform guides student onboarding, customized academic planning, course scheduling, and registration.



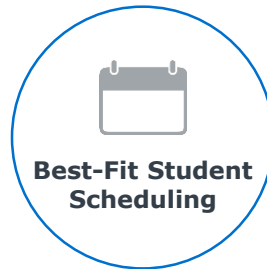
Guided Onboarding

Straight-lining intake to reduce confusion while also connecting students with right resources to guide program choice with employment data



Customized Academic Plan

Enabling intelligent degree plans that account for custom inputs, while also allowing for updates term-over-term if situations change



Best-Fit Student Scheduling

Creating individual course schedules that account for all of life's obligations, allowing students to balance school work with other priorities



One-Click Registration¹

Speeding enrollment by allowing students to review course selection and register in minutes, reducing time spent on administrative tasks during advising meetings



Close with information on your campus Navigate expert. Direct staff interested in learning more about the platform to the Program Owner for more information or to answer specific questions.

1) Not all member institutions have opted to leverage One-Click Registration capabilities in Navigate. If your institution has opted not to leverage One-Click Registration, consider the following phrasing: "Ready to Register: Speeding enrollment by outlining students' course and section selections all on one page for easy advisor approval and registration, reducing time spent on administrative tasks during advising meetings."

Navigate Staff Introduction Letter

Institution-Wide Staff Email to Prepare for the Campus Launch

Purpose of the Tool: This welcome letter template puts into practice the three message components from the Basic Fact Sheet Builder, and allows the Program Sponsor and Owner to customize a message for their institution.

Intended Audience: This template is meant to serve as reference for the Navigate leadership team only; we recommend you use the template as a guide to create a persuasive and transparent document that lays out why EAB and Navigate are important to leadership and the college's success.

Navigate Welcome Letter Template

Dear Colleagues,

We are writing to tell you about an initiative that will help improve our students' experience, learning, and academic progress at **[Institution Name]**.

[Insert "Why" statement here] As an institution, we currently struggle to communicate and notify our students about important tasks and requirements. After consulting deans, academic advisors, Student Affairs, Enrollment Management, Information Technology, and Student Government **[any groups that participated in the Navigate selection process]**, the College is adopting a product and change management process developed and led by EAB:

Navigate is a student-facing technology platform designed to help students manage their academic and non-academic lives. Through the platform, students can connect effectively with the full range of activities and resources available at the College. Students will access their to-do list and other time-sensitive tasks through "My Path" all the while getting personalized guidance early and often. These "Paths" guide students through enrollment, registration, connecting with their advisors, discovering health and wellness offerings, understanding their semester bill, and more. Because Navigate will be tailored for individual students, it will be the main means for academic and administrative offices to communicate with students.

Include an overview of the Navigate platform

We expect a full launch of Navigate **[Semester]**. **[If additional piloting or training on Navigate will occur on campus, specify what support you need from staff]** Further development will continue during the year to enhance the product. **[If adapting this message for a department-specific communication, specify what support you need from staff]**

We look forward to transforming the student experience through this personalized and interactive tool and appreciate your support.

VP Student Affairs **[Program Sponsor]**

Dean of Education **[Program Owner]**

Navigate Elevator Pitch Builder

Communicating the Value of Navigate in Less than 60 seconds

Purpose of the Tool: Even with all the best-constructed speeches, email announcements, and printed materials to explain the partnership your college has with EAB and the value of Navigate, there will inevitably be staff and faculty on campus that miss the memo, forget, or just want to hear it again. As such, Program Sponsors, Program Owners, and other members of the Navigate leadership team should be prepared to deliver an 'elevator pitch' explaining the rationale for the new technology and its value to the college. This tool helps leaders build their own elevator pitch.

Intended Audience: This template is meant to serve as reference for the Navigate leadership team only; we do not recommend sharing the document directly with staff or students.

Essential Elements of an Elevator Pitch



Provide Some (Not All) Context: Explain the challenges that spurred the technology investment, either specific to the college or across the sector (e.g., declining enrollments)



Highlight Goals of the Initiative: Clearly explain how the partnership with EAB will help resolve or improve the challenge first articulated (e.g., better recruitment, retention)



Articulate Strengths of Platform: Clearly explain the value that Navigate brings to the institution, including improving enrollment, supporting advisors, providing data, etc.



End with How Staff Can Help: End with an answer to the unspoken question, *What's in it for me?* Let staff know what changes they can expect to happen in their day-to-day work

Step 1 – Provide Context: Use the space below to write some core reasons why your college partnered with EAB. This is referred to as a 'why' statement.

-
-
-

Step 3 – Highlight Goals: Paint a picture of the future of your institution, and how Navigate will help you achieve this. Connect to 'why' statements.

-
-
-

Step 2 – Articulate Strengths: Use the space below to write primary features of Navigate that drive value for the college. Connect them to reasons in Step 1.

-
-
-

Step 4 – How Staff Can Help: Be transparent about what will change at the college with Navigate, especially for the staff member you're speaking to.

-
-
-



Training Staff to Promote **Navigate**

SECTION

2

Beginner's Guide to 3-2-1 Staff Update Emails

Keep Staff Engaged and Informed about Navigate throughout the Year

Purpose of the Tool: Once faculty and staff on campus understand why the college has partnered with EAB to implement Navigate, they must then start to get familiar with the platform itself. The strategy highlighted on this page, "3-2-1 Staff Update Emails," is derived from the University of Houston, based on a practice they developed to drive adoption of EAB's student success technology for four-year universities.

Intended Audience: This guide is intended for the Program Owner or another senior-level staff member responsible for driving adoption of Navigate at the college. Consider sourcing email content from other members of the Navigate implementation team.

3-2-1 Goal

Here we go—past ORD and on with the Spring semester! Please consider these 3-2-1 SSC professional development ideas to strengthen your own understanding and to build your confidence.

Good luck!
Your SSC Coordinator

TWO (2) SSC Challenges

Are you up for the challenge? (When you think you have an answer, check yourself [here!](#))

Challenge 1: How can you identify all of the students who withdrew from a particular course?

Challenge 2: Now, how can you tell which of those students who withdrew from that course last semester are re-enrolled in the same course this semester? (And why would you want to know that?)

ONE (1) Way to keep learning


It's really not about the tool...it's about how it makes us better at advising. Want to learn more?

Need more convincing about why it helps to customize messages rather than send large group blasts? "Reach students, not spam filters: An email guru demystifies the inbox" <https://www.eab.com/blogs/enrollment/2017/01/reach-students-not-spam-filters>





THREE (3) Cool Things

What are your cool things you have tried? Share them with us!

- **Orientation** advising for campus. A population that department students from
- **Student Success** Warning sign program of counseling
- **Policy Setting** examine the entrance of at how such GPAs were there was another at



Essential Elements of a 3-2-1 Staff Update Emails

- 
Regular Emails: Consider a monthly cadence to start
- 
Pop Quiz: Challenge staff to log-in and use platform to win
- 
Shout Outs: Focus on what's gone well to build excitement!
- 
EAB Resources: Identify EAB content to share with staff

How to Build Your Own 3-2-1 Staff Update Emails

Step A: Start with an introduction to the email series, explaining the purpose of the emails, the cadence they'll be released, the value of the emails to recipients, and who they can contact with questions or concerns.

Step B: Write down three (3) 'cool things' you want to share about Navigate, which may include milestone hits, staff kudos, quotes, and more.

-
-
-

Step C: Write down two (2) user challenges that staff can complete using Navigate. Issue one 'easy' and one 'difficult' challenge in each monthly email.

-
-

Step D: Write down one (1) EAB resource that is new, notable, or relevant to college initiatives to include in the email. Hyperlink to eab.com or attach PDF to email.

-

Orientation Leader Training Plan

Empowering Orientation Leaders to Represent Navigate During Orientation

Purpose of the Tool: With effective messaging and a captive student audience, orientation sessions are an ideal setting to promote student adoption of Navigate. The goal of this tool is to ensure that key components of a successful orientation session are executed.

When training *student* orientation leaders who have never used Navigate, ask them to discuss challenges they faced in their first year of college and identify the ways Navigate can help surmount those challenges.

Intended Audience: Share this guide with the staff member who oversees orientation leader training.

Selecting Presenters

Select presenters who meet the following criteria:

- Enthusiastic about speaking in front of large groups
- Knowledgeable about the new student experience
- Amenable to learning new technologies

Training Presenters

1 Conduct a first-year incoming student “empathy” exercise.

Ask orientation leaders to identify common first-year college challenges. Record these observations on a whiteboard.

For student orientation leaders, ask them to share their own experiences: What hurdles did they encounter that they did not expect? What was more difficult than they originally anticipated? What do they know now that they wish they knew then?



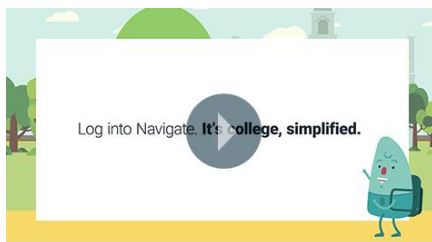
3 Ask orientation leaders which challenges depicted in the video resonated with those listed in the empathy exercise.

Star (*) observations on the whiteboard that align with the problems surveyed in the video.

Bonus: Record any unstarred observations and return them to the Navigate consulting team. Unresolved problems may appear as future paths in the app.

2 Screen the Navigate orientation video.

Inform orientation leaders that they will screen the video during the dedicated orientation session for Navigate promotion.



Stream the video [here](#)
To customize the video to your institution, speak to your Dedicated Consultant.

4 Instruct orientation leaders to access Navigate and walk through each feature.

Review talking points from Basic Fact Sheet Builder (Tool #3) and the Student FAQ Answer Bank (Tool #11).

5 Teach them the ideal pitch.

Walk presenters through the “Introduction to Navigate” Orientation Script (Tool #9).

“Introduction to Navigate” Orientation Script

Scripting Points and Instructions to Deliver to Students

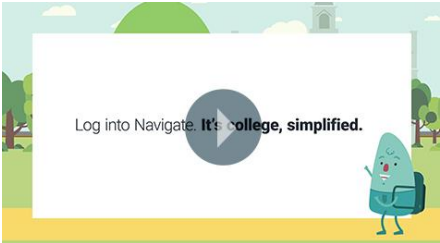
Purpose of the Tool: After teaching presenters how Navigate supports students, administrators must teach orientation facilitators how to maximize the impact of the orientation session. EAB uncovered the following best practices for achieving high Navigate adoption rates at orientation.

Intended Audience: Share this script with the orientation facilitator who will be promoting Navigate.

Prepare before the session:

- ❑ **Schedule** a dedicated orientation block to promote Navigate and assign a presenter. Arrange the largest possible session.
- ❑ **Check** with your IT department to ensure sufficient SSO and Wi-Fi bandwidth in the facility. If more than 100 students attend, instruct them to log into Navigate in waves, rather than all at once.

The Ideal Pitch

- 1 Start** with a candid conversation about challenges facing new students:
"As you've seen from these sessions alone, attending college involves many responsibilities and it may feel both exciting and overwhelming at the same time. That's okay. To help you navigate those responsibilities, we got you Navigate, a mobile advisor that helps you get from orientation to graduation. Navigate provides personalized suggestions and reminders for important deadlines and let's you know what's next."
- 2 Ask** students to share their own fears or anxieties about college:
"What are some of the fears you or some of your friends have about starting college? What can be difficult about transitioning to a new environment for the first time?"
- 3 Stream** your institution's customized orientation video (*reach out to your Dedicated Navigate Consultant for additional details and support*). At the end of the video, project the download instructions slide onto the screen.

- 4 Introduce Navigate** and call out the features that address those challenges that students named:
"Are you having trouble keeping track of all the forms you have to turn in? Navigate makes sure that you don't miss those deadlines with reminders that give you sufficient time to complete them. Does the thought of picking a major seem daunting? Navigate can help you explore best-fit programs based on your interests and career goals."

MOST CRITICAL STEP: ACTIVE PROMOTION

- 5 Instruct** students to pull out their laptops to log into Navigate. This directly leads to high adoption rates in a matter of minutes, and proves to be much more effective than passive promotion or directions to access the application later.
Remind students to check Navigate frequently over the year—the content and features are dynamic and will change with them as they progress through their college journey.

70-85%
Login rates for orientations with active promotion (versus 30% for passive promotion)

Advisor’s Navigate Discussion Topics

Embedding Navigate into Advising Conversations

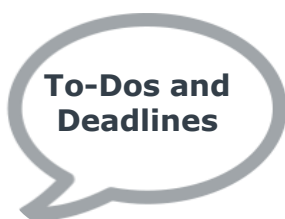
Purpose of the Tool: Navigate is designed to support the student’s path to graduation, which aligns with the advising mission. Navigate content can therefore reinforce and complement advising session discussion topics. This tool helps advisors understand the role that Navigate can play in supporting their work and how advisors can weave Navigate into their conversations with students to support persistence.

Intended Audience: This template is meant to serve as reference for the Navigate leadership team and advising staff; we do not recommend sharing the document directly students.

How Navigate Aligns with Advising Goals

Top Advisor Needs	What Navigate Provides	
Get caught up on basic facts about students to lead personalized advising meeting	Ability to see simplified snapshot of most important information about students in one view	✓
Give guidance on enrollment or retention next-steps without conflicting with other advice	Ability to see all upcoming enrollment deadlines in one customized student path	✓
More narrow set of options to discuss potential majors and classes with undecided majors	Ability to have informed discussions about academic plans and students’ right-fit courses	✓
Advising best practices to know what to do in difficult situations	Paired with widespread institutional access to research best practices to enhance advising	✓

Advising Conversations, Powered by Navigate



To-Dos and Deadlines

Review the **MyPath items** with students to ensure they understand each element of the list, prioritizing the following items:

- Overdue items
- Items for special populations
- Priority items (e.g. financial aid)

Remind students to **log in to Navigate later** to check-in on other to-do items as needed / set push notifications.



Major Progress and Exploration

Check in on the **number of credits completed** and the current **credits hours enrolled**.

See the **results of the Intake Survey**, with:

- Priorities
- Favorite activities
- Favorite subjects
- Suggested fields

Discuss **favorited majors** based on Major Explorer results.



Resource Referrals

Navigate recommends **best-fit resources** to students informed by their student intake survey responses.

Create personalized nudges following four rules:

- Personalize
- Relevant information
- Timeliness or urgency
- Call to action and next step

Example: If a student is falling behind in math, send him/her math tutoring resources now.

Student FAQ Answer Bank

Helping Staff Answer Common Student Questions

Purpose of the Tool: College administrators, faculty, and staff on campus may be unsure of how to describe Navigate to their students, or how to answer questions that may arise. The answer bank outlines common questions that may arise about the Navigate platform when college staff are talking about it with students., as well as common questions students may have once they start to access Navigate. The goal of the answer bank is to help staff provide clear and consistent information.

Intended Audience: This tool is meant to serve as reference for college staff only; we do not recommend sharing the document directly with students.

What is Navigate?



Navigate is an online platform specifically created for community college students to guide them through the enrollment process, choose the best major, pick the right classes, create a schedule that takes into account other obligations, and register for classes¹.

Who can use Navigate?



Every students at our college—dual enrollment, new, returning, transfer - anyone - this technology is meant to guide all students through some of the most difficult parts of being a student: picking (or confirming) the best major, registering for classes, knowing approaching deadlines, getting plain-English descriptions of confusing vocabulary, and gaining access to campus resources. Navigate was built to recommend, remind, and guide you through your community college path.

Why use Navigate? What's the benefit?



Navigate has made enrolling and registering for classes easy and is personalized to your goals and interests. It's the ultimate guide to build a path to graduation—and stay on that path.

- 1. Guides You to Day 1 of Class:** Navigate provides all the steps to successfully starting classes in one easy view—now there's a clear timeline of what you need to do, and when!
- 2. Helps You Find the Right Fit:** Navigate's Major Explorer tool connects your interests and goals to the best major at the college—fill out a short survey and Navigate takes it from there!
- 3. Makes Scheduling Easy:** Navigate's Scheduler takes into account students' priorities and responsibilities outside of school, including work, family, and even commuting time.
- 4. Allows One-Click Registration¹:** Once a student goes through all the other steps, s/he will be just one click away from registering for classes. Review your selections and click "Register"!
- 4. Getting You Ready to Register¹:** Once a students goes through all the other steps, s/he will have an outline of their course selections —bring to your advisor for approval and registration.

How can I access Navigate? Where do I start?



Fill in the box below with the link to the Navigate log-in page, or clear directions to access online (e.g., "On the left-side of the student portal").

1) This feature is available in 2017 for members who have opted for Appointment Scheduling. If your institution has opted not to leverage Appointment Scheduling, consider the following phrasing: "Connections to Campus: Helping students access services and support by directing them to the right resource for the right questions."

Student FAQ Answer Bank (Cont.)

Helping Staff Answer Common Student Questions

Help, I can't log in to Navigate!

Can you get to the school's sign-on webpage? If you get this far but your credentials are rejected by your community college's sign-on page, there is an issue with the school account. Try resetting your password.

If the problem persists, connect with EAB through the "Need some help?" box on the top right side of the screen. Your request will be triaged to the appropriate staff member who will work to resolve your issue in 24-48 hours.

My Plan

Need some help?

Please fill out the info below and we will get back to you as soon as we can! Please be sure to include your full name and ID number given to you by your institution (if applicable).

Your Name

Your E-mail

Type your question here.

If the problem persists, direct students to click the "Need some help?" box to submit their issue.

The Steps I'm seeing don't look right to me...

What term of college are you in? Did you select the wrong term? Go to "My Profile", and then click on "My Path Settings".

There, students can update their path starting term by scrolling down a drop-down menu of terms. Select the correct term and the student's term will update.

What does it mean if a Step is an "autocomplete task"?

Some important Steps in Navigate can be automatically marked as complete based on the school's official record stored in the student information system (SIS). You can mark these Steps complete, but they will remain in the Path until the school has an official record of this Step being complete in the SIS.

I just resolved a Hold, why is it still showing up?

Holds are updated every 24 hours in Navigate, so check back tomorrow to see if it's successfully been resolved in Navigate. If the issue persists, click on the the "Need some help?" button.

Notification Settings

Notification Settings

Send me... ⓘ

Really Important Stuff
We will only send you reminders about the things that are most important!

Text Messages Email

How do I change my notification settings?

In "My Profile", click on "Notification Settings", there you can personalize your notification preferences.

You can also opt into text messaging if you prefer text to receiving an email. After you select text messages you will be prompted to enter a valid cell phone number.

Something is wrong with "My Plan."

Click on the "Need some help?" button and type in a description of the issue you need fixed. If you registered for classes using another system besides Navigate, the course schedule will update overnight and will reflect changes the following day.



Promoting **Navigate** to Students

SECTION

3

Overview: EAB Student Email Communication Plan

The EAB-Driven Adoption and Utilization Campaign

Purpose of the Tool: With a new technology in place, it is very important to continually provide students with the many benefits of engaging with Navigate. Creating and implementing a communications plan will nudge students to action as well as increase student adoption and utilization of the platform. The communication plan below is a high-level overview of EAB’s email program to encourage ongoing use of Navigate for onboarding, registration, academic planning, and major exploration.

Intended Audience: Review and discuss this calendar with your Communications team to determine how to incorporate it into your current student communication plan. Your Strategic Lead can provide further details on timing and requirements of these EAB led email campaigns or provide support for your campus led campaigns.



* Students remain in or move from one campaign to the next based on their initial log-in and frequency of use.

Welcome Email Template

Template for Digital Admissions Communication

Purpose of the Tool: In addition to a printed and mailed admissions letter, your college admissions office should also send an immediate email informing students of their acceptance to your community college so they can start utilizing Navigate at the beginning of their path with your college.

Intended Audience: Share this template with the Director of Admissions at your college, or the person responsible for creating admissions communications. The email is intended for newly admitted students to the college.

Dear Laura,

Congratulations! Your application to Vanguard Community College has been accepted. We can't wait to see you in our classes, engaging in coursework, and reaching your academic goals.

Your next step is easy: log into [Navigate](#) to see your personalized checklist for enrollment—you'll need this to be ready for the first day of class.

*Log in with your **ID #5260928** and explore.*

Again, congratulations on your first step towards accomplishing your goals. We look forward to guiding you the rest of the way.

Vanguard Office of Admissions

Congratulatory welcome with clear explanation of college acceptance

Clear call to action directing students to log into Navigate

Encouraging close to connect the content of the email to the recipient

Student Communication Best Practices

1

Capture applicant's attention with name

2

Embed links to facilitate quick action

3

Use informal language to improve readability

4

Keep email short (~4-6 sentences)

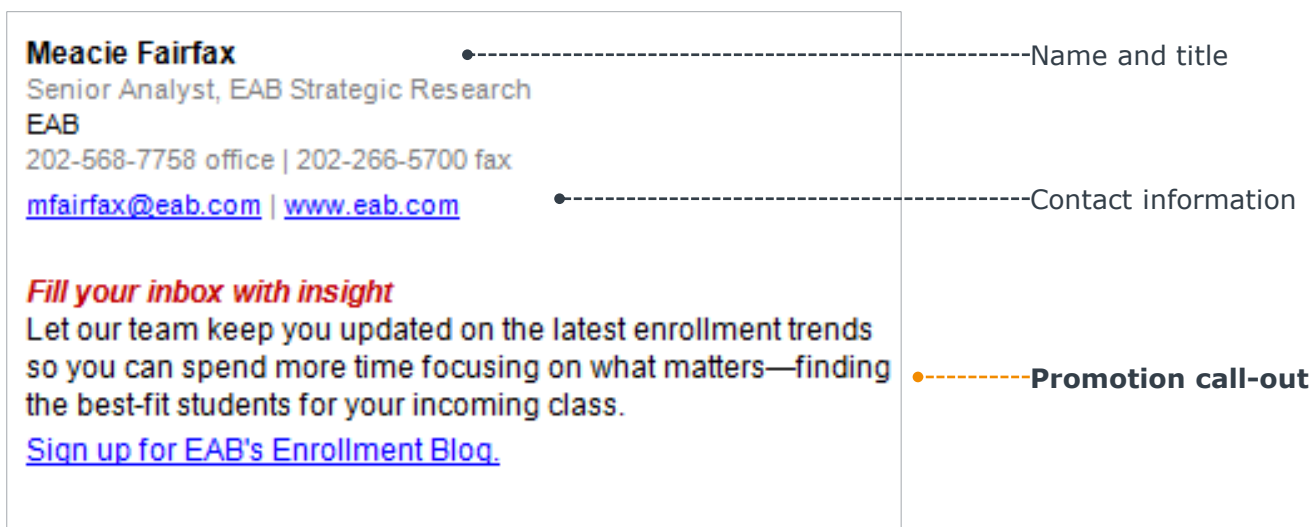
Promotional Email Signature Template

Templates to Direct Mail Recipients to Navigate Platform

Purpose of the Tool: Every email sent across campus is an easy, low-cost opportunity to promote Navigate and build a culture of student success at the college. In 2016, the typical office worker sent an average of 33 emails and received 90 emails every day. For staff, regular reminders can translate into reminders to students during in-person conversations. For students, email reminders serve as short, unobtrusive prompts to log in to Navigate.

Intended Audience: Institutional email signatures may be controlled by a central IT coordinator on your campus—check with your college IT office for more details. If email signatures are individually customizable, consider sharing templates via email or an internal staff portal.

Sample EAB Signature



The image shows a sample email signature for Meacie Fairfax, Senior Analyst at EAB. The signature is enclosed in a box. To the right of the box, three callout lines with dots point to specific parts of the signature: a dashed line points to the name and title, another dashed line points to the contact information, and a dashed orange line points to the promotional call-out text.

Meacie Fairfax
Senior Analyst, EAB Strategic Research
EAB
202-568-7758 office | 202-266-5700 fax
mfairfax@eab.com | www.eab.com

Fill your inbox with insight
Let our team keep you updated on the latest enrollment trends so you can spend more time focusing on what matters—finding the best-fit students for your incoming class.
[Sign up for EAB's Enrollment Blog.](#)

-----Name and title

-----Contact information

-----Promotion call-out

Sample Navigate Promotion Call-outs

Primarily Staff-Facing Roles

Have you heard the news?
Vanguard's Navigate platform has revolutionized student support in and out of the classroom
[Read the press release](#)

Personalize the Vanguard experience
Navigate creates a guided pathway to get students to graduation quickly and easily
[Learn more today](#)

Primarily Student-Facing Roles

Choose your future now!
We've made changes to make enrollment easier than ever for students and advisors
[Log into Navigate today](#)

Register through Navigate!
Whether you're new or returning to VCC, Navigate helps you register in no time
[Log into Navigate today](#)

Promotional Posters and Physical Print Materials

Recommendations to Maximize Impact of Student Posters

Purpose of the Tool: Physical collateral, such as posters and flyers, can serve as visual reminders of the Navigate platform and its benefits to students, staff, and faculty on campus. The flyer below communicates the convenience of Navigate’s organizational capabilities. You can download this poster and several others on eab.com.

Intended Audience: The flyer is appropriate for all audiences: students, staff, faculty, and administrators.

Where to Access

You can download from eab.com or your **Strategic Lead** can send PDFs of the flyers via email. Please share these on campus digitally or print as many copies as you like.

Where to Distribute

First-Year Campus Events, Resources

- Student orientation
- Student organization fair
- Student welcome packet

Recommended Spaces, Rooms

- Advising center and offices
- Student services center
- Library or main study hall
- Campus bookstore
- Cafeteria

Available Formats

 Posters
(11x17")

 Flyers
(8.5x11")



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Student Ambassador Program Start-Up Plan

Ideas for Post-Orientation, Student-Led Marketing Activities

Purpose of the Tool: Students respond more favorably to peer communications versus information which is shared from faculty or staff. To that end we encourage the establishment of an ambassador program to establish Navigate as a key student resource. In many cases, you may want to review student-generated materials before they are shared or published, but remember, don't impede on the student voice!

Intended Audience: This start-up plan is designed for the Program Owner or faculty or staff responsible for Navigate marketing initiatives. Consider collaborating and connecting with various campus student leaders to brainstorm on other possible items for inclusion in this ambassador program.

Getting Started

Low-touch activities

Custom Posters

Ask students to create their own posters! Provide them with mandatory elements to ensure a consistent look and feel with your current marketing materials.

Campus Newspaper Student Feature

Encourage students to share candidly how they struggled with and resources critical to their success or tools they couldn't do without. (Navigate!)

Gaining Followers

Medium-touch activity

Social Media Campaigns

Students create a short social media campaign for your popular channel. Choose whether students do a "media takeover" or you repost the content from their personal pages. And create a strategy around #hashtags!

Possible campaign ideas:

- ❑ *Students video themselves surprising top Navigate users with fun prizes.*
- ❑ *Students create Snapchat filters for Navigate, try to make it go viral!*
- ❑ *Live Q&A with a student about a specific path item and direct them to Navigate at the end of the conversation.*

Creating A Community

High-touch activity

Campus Resource Scavenger Hunt

Have students organize a resource scavenger hunt based upon the path items in Navigate.

Encourage students to make the activity fun and simple. Even if students just visit important locations on campus, it will serve as a great introduction.

Below are some key considerations for designing an effective scavenger hunt.

Four Ways to Engage Students in a Campus Scavenger Hunt

1 Creation of Teams

- Create teams of 3 or more students
- Incorporate into First-Year Experience or specialized degree or credential programs

2 Make it Memorable

- Consider asking students to do something funny at each location. Everyone loves a good laugh!

3 Offer Prizes

- Consider running a raffle so everyone has an incentive to finish.
- No budget? Get creative and offer non-cash prizes like a coveted parking space!

4 Share on Social Media

- Manage the hunt on online with a unique hashtag
- Pick winners through the use of creative hashtags



Join the Navigate Scavenger Hunt on Instagram!

1. Create your team of 3!
2. Log into the Navigate to access a list of campus resources.
3. Visit each location and check-off your path item in Navigate
4. Post a picture of your team on Instagram with the mystery item at each location.

*Remember the official hashtag! Each post earns you one entry into the raffle!

Navigate Adoption Toolkit Accountability List

Purpose of the List: College administrators, faculty, and staff on campus should focus on best practices and initiatives known to drive traffic to the Navigate platform. However without the designation of a point person and a target start date many initiatives fail to get off the ground. The use of this list ensures Navigate Program Owners have the tools and personnel available to help drive utilization of the platform through a variety of techniques.

Intended Audience: Once filled out, this tool is meant to serve as a reference guide for college staff to keep aware of their areas of responsibility and the target due date. Program owners use this accountability list as a starting point and reference guide to quickly identify which practices have been initiated on campus. Consider adding additional initiatives staff could undertake on campus in upcoming terms and create a master list.

Category	Initiative	Task	EAB	Member	Target Date	Point Person
Mail	Revised Welcome Letter w/ Navigate Link (pg. 7)	Provide template letter	<input checked="" type="checkbox"/>			e.g. Director of Admissions
		Create draft letter		<input type="checkbox"/>		
		Review letter and provide Navigate link	<input checked="" type="checkbox"/>			
		Finalize letters (physical and email)		<input type="checkbox"/>		
Email	Student Email Communication Campaign (pg. 21)	Identify and target email recipients		<input type="checkbox"/>		
		Track logins and usage data	<input checked="" type="checkbox"/>			
		Send nudging emails based on logins	<input checked="" type="checkbox"/>			
On Campus Messaging	Student FAQs (pg. 14)	Provide template FAQ list	<input checked="" type="checkbox"/>			
		Match FAQ list to campus terminology		<input type="checkbox"/>		
		Place electronic version on college website		<input type="checkbox"/>		
		Publish physical copy and place in advising centers		<input type="checkbox"/>		
		3-2-1 Staff Update emails (pg. 13)	Send out updates to staff on a predetermined basis		<input type="checkbox"/>	
Promotional Collateral	Posters, postcards, flyers, and table tents (pg. 9)	Provide print ready PDFS	<input checked="" type="checkbox"/>			
		Place in student welcome packets		<input type="checkbox"/>		
		Place in Student Commons/Center		<input type="checkbox"/>		
		Place in Admissions Office		<input type="checkbox"/>		
		Place in Library and Dining Rooms		<input type="checkbox"/>		

Navigate Adoption Toolkit Accountability List (Cont.)

Category	Initiative	Task	EAB	Member	Target Date	Point Person
Promotional Collateral		Provide flyers to staff for student events and activities		<input type="checkbox"/>		
	Digital advertising	Place Navigate Ad on campus TVs		<input type="checkbox"/>		
		Place Navigate link and information on backgrounds of computers		<input type="checkbox"/>		
Campus Website	Link on student website/portal	Provide Navigate link for portal	<input checked="" type="checkbox"/>			
		Place Navigate link on website to ensure easy access		<input type="checkbox"/>		
		Test link to ensure functionality	<input checked="" type="checkbox"/>			

Additional Best Practices

Implement Multiple Tactics on Campus



Email

- Staff email signature with Navigate and prompts (pg. 19)
- College listserv announcements
- Email campaigns targeting first time, returning, or Veterans



Training

- Staff wide Navigate training
- Navigate registration workshop and weekly office hours
- Student run computer labs providing Navigate assistance



On Campus Messaging

- Navigate demo and log-in during orientation sessions
- Navigate microsite
- Monthly newsletters
- Place Navigate on degree audit sheet (if applicable)



Promotional Collateral

- T-shirts
- Bookmarks
- Stickers
- Buttons
- Drink coasters



Want even more tactics? Reach out to your Dedicated Navigate consultant to discuss what you could initiate throughout the year on campus.



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